

EASTOWNE MASTER PLAN

Town Council Committee

November 14, 2019

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Vision

Create a thriving, economically vibrant mixed use environment that benefits UNC Health Care patients, employees, and residents while attracting premier businesses to Chapel Hill.

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Vision

This development needs to encompass:

- Medical office,
- Commercial office,
- Retail,
- Food services,
- Residential

Mixed use to create vibrancy in the development

Must be more than 9am - 5pm

Will create jobs - health care and non-health care

Tax base for the Town of Chapel Hill vs. Durham

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Eastowne Master Plan is focused on 6 guiding principles that represent the shared values of UNCHC and the ToCH



Sustainable Design

- **Consider a broader context** to reach full potential and be financially sustainable



Public Infrastructure

- **Establish sufficient density** to support a variety of transit options



Placemaking

- **Create a synergistic mix of uses** to support a live, work, and play atmosphere



Walkability

- **Ensure proximity** to support a variety of community resources



Natural Environment

- **Enhance existing landscape** to improve environment in the area



Support Community

- **Develop more than a medical park** to drive a greater sense of community and economic development near a Chapel Hill gateway



OUR Vision

Create a thriving, economically viable mixed use community anchored by health care in Chapel Hill
Anchor and retail services in the town center and develop non-core business opportunities while maintaining a focused, phased approach on new 150K patient care and research buildings that advance the tripartite mission across the Triangle

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Why Mixed Use?

What is a Mixed Use Development?

Mixed use developments have a close physical integration of land uses that include places for work, shopping, living, entertainment, and recreation.

Mixed Use Benefits

Collaboration / Synergy – An urban environment with a mix of uses and quality public spaces will bring in a more diverse daily population that can lead to collaboration opportunities.

Market demand – Mixed use environments are high in demand and will provide a competitive advantage, including more satisfied tenants/ visitors and higher rents.



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Why Mixed Use?

Mixed Use Benefits (cont.)

Quality of Life/ convenience – Provides daily within walking distance (errands, restaurants, open space) will reduce vehicular trips, support transit and create opportunities for people to live in the same community where they work.

Walkability – Active ground floors will make walking more interesting, safe, and enjoyable.

Diversification – Financial risk is spread out around several different market sectors (if demand for one use goes down you still have other land uses that can help support the financial viability of the development)






Sense of Community – Mixed use will support active public spaces that create opportunities to bring people together.



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Eastowne Market Analysis

Recommended Development Product Matrix

Land Use	Example Picture	Phase I (Through 2025) Total Square Feet/Units Offered	Total Potential Demand 2019-2030	Parking	Notes/Comments
Rental Apartments		600 Units in two phases of +/- 300 each	Up to 1,500 units in +/- 300 unit phases	1.5 per unit or 1.0 per bed	Class A product above retail with shared parking in a central deck shared with office/MOB in a walkable town center environment. The target audiences will include a mix of young professionals (millennials), mature professionals and empty nesters/retirees. The community is positioned to be the top in the market outside of urban deals in Downtown Chapel Hill & Durham. Includes an estimated 15-20% premium for the town center environment.
Retail / Service		154,000 SF including 54,000 SF of service oriented uses, and 100,000 SF of conventional retail/restaurants	Up to 174,000 SF	Ratio of 5/1,000 SF	Restaurant concentration will serve as anchor. Bring in a diverse tenant base including local services and restaurants. Create the "place" people want to be by bringing high-quality local restaurants (demonstrated Raleigh operators) to the area. Emphasize patios, rooftops, and other community gathering areas.
Conventional Office		120,000 SF in two 60,000 SF buildings	420,000 SF	Ratio of 4/1,000 SF	Potential tenants will primarily small firms of 5,000-9,000 SF with association to Universities/hospitals in the area. Some potential for start-up growth and/or RTP move-out. Approximately 20% will be medical users.
Medical Office - Clinical and Research		Approx. 300,000 SF in two buildings	UNCH HC assumption of 900,000 SF plus 200,000 SF of Admin.	Ratio of 1.7/1,000 SF on Clinical & Res. 4/1,000 SF on Admin.	Assumption provided by UNC Healthcare. Consider shared parking scenario with residential to limit the amount of net new parking needed for residential by up to 50%.
Lodging		A 100 room Extended Stay & 125 room Select Service	No additional rooms beyond the 225 in Phase I	1 per bed, could change depending on Convention Center needs	Strong potential for extended stay given market fundamentals, aging existing supply, and built-in demand driver of UNC HC. Select service to come on 1-2 years after opening of town center and provide amenitized location for multiple audience types including business professionals, leisure (particularly associated with UNC sports/events), and some group.
Total Gross SF:		1,339,000	3,359,000		

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Pond and Northern Parcel

Alternate 1 Site Plan



OPEN SPACE SUMMARY

Contiguous Forest on North Parcel = 8.13 acres

Additional North Parcel = 2.98 acres

Total North Open Space = 11.11 acres

South (former pond) = 3.07 acres

Total North + South = 14.18 acres

Assumes parking and two existing buildings are removed from resource area, water quality improvements, and ADA access to resource areas

HEALTH
BRAND

Regulating Plan

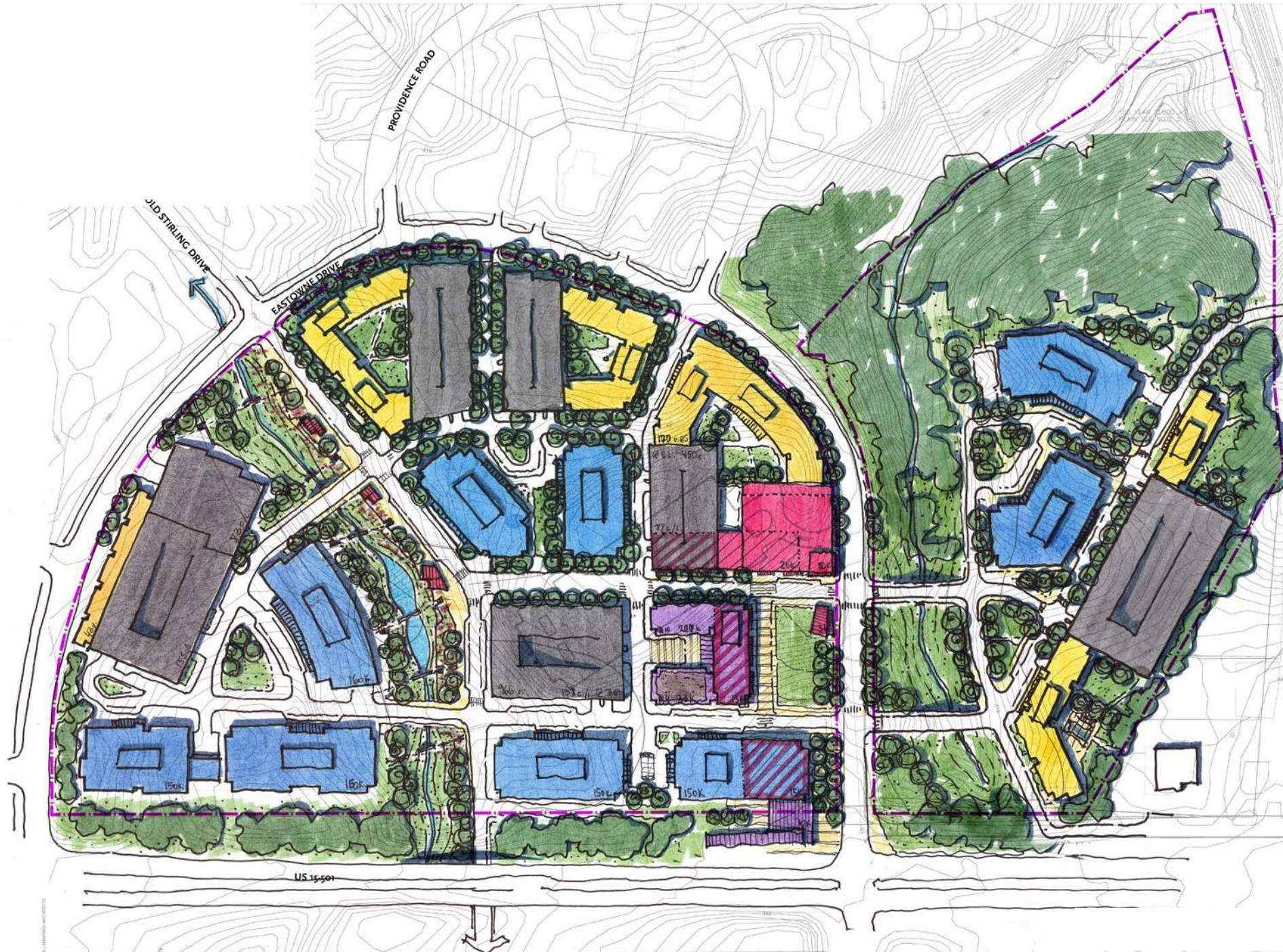
Alternate 1



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Illustrative Plan

Alternate 1



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Pond and Northern Parcel

Alternate 2 Site Plan



OPEN SPACE SUMMARY

Contiguous Forest on North Parcel = 10.47 acres

Additional North Parcel = 1.14 acres

Total North Open Space = 11.61 acres

South (former pond) = 3.07 acres

Total North + South = 14.68 acres

Assumes parking and two existing buildings are removed from resource area, water quality improvements, and ADA access to resource areas

PRELIMINARY

Regulating Plan

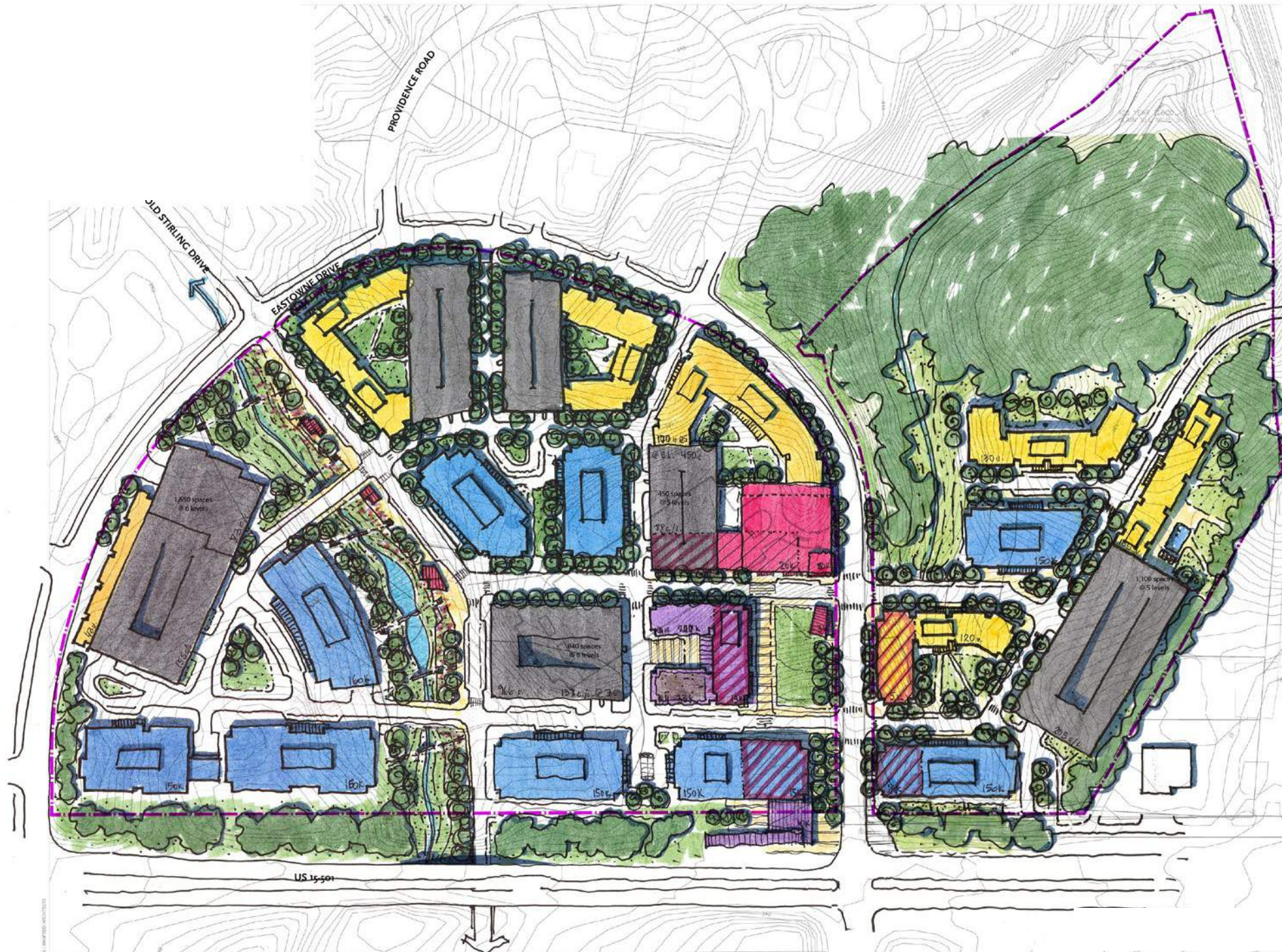
Alternate 2



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Illustrative Plan

Alternate 2



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Eastowne Negotiation Matrix

	TOPIC	BASE CONDITION	ALTERNATE 1	ALTERNATE 2	
DESIGN ELEMENTS	Stream Crossings	N/A	1 or 2 in circle + 2 in North	1 or 2 in circle + 2 in North	
	Buffers on 15-501	30'	30'	30'	
	Buffers on I-40	100'	100'	100'	
OPEN SPACE	South Parcel (30.07 acres)		6.67 acres including pond	3.07 acres replace pond with stream	3.07 acres replace pond with stream
	Northern Parcel (20.5 acres)	Contiguous Forest Area	4.48 acres	8.13 acres	10.47 acres
		Total Preserved	7.64 acres	11.11 acres	11.61 acres
	Total Open Space* (out of 50.44 acres)		14.31 acres	14.18 acres	14.68 acres

*Note: this open space total does not include the entire buffer along 15-501

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Summary

What UNCHC is asking for:

- Receive support to replace existing pond with a stream restoration
- Define the overall development envelope for the project
- Allow two stream crossings on north parcel and at least one on south parcel
- Receive support to proceed with a diverse mixed use approach

What Town of Chapel Hill will receive:

- Water quality improvements including a stream restoration on the south parcel
- Preservation of additional contiguous forest on the north parcel
- A vibrant mixed use development that will attract businesses to Chapel Hill

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